



KEYNOTE - CUSTOMER EXPERIENCE

Welcome to the Age of Experience

Moving Beyond Customer Service to Driving Customer Experience

Welcome to the Age of Experience is an inspirational, engaging and informative introduction to the process, value and commercial power of customer experience.

Designed for audiences who want to understand CX and why it matters, this keynote demystifies customer experience, explains how it differs from customer service and reveals how everyday interactions influence customer acquisition, retention, loyalty, advocacy and sustainable business growth.

Audiences discover how the customer journey extends across five broad stages - Awareness, Consideration, Purchase, Experience, and Loyalty and Advocacy - and how each stage contains touchpoints and micro-moments that shape perception.

FORMATS

45-60 min keynote

High-impact opening or closing keynote.

120 min

Keynote + The Customer Journey Game simulation.

Virtual / hybrid

Same energy, designed for remote audiences.

[See Lynn in Action](#)

[Speaker Fees](#)

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WHAT AUDIENCES TAKE AWAY

- The important difference between customer service and customer experience
- Why customer experience belongs to everyone, not only customer-facing teams
- How CX influences acquisition, retention, loyalty and advocacy
- The five key stages of the customer journey
- How journeys translate into touchpoints and micro-moments
- Practical ways to make interactions easier, clearer and more human

IDEAL FOR

- Conferences and corporate events
- Leadership and management meetings
- CX and service programmes
- Employee engagement events
- Sales and marketing conferences
- Contact-centre and frontline teams

ABOUT LYNN BAKER

With more than 25 years specialising in Customer Experience, Lynn Baker is a leading keynote speaker and business strategist.

Disney Institute trained, Lynn served as Chair of Judges for the International Customer Experience Awards for six years, and is the founding CEO of the CX Institute SA and CX University SA.

Her presentations combine powerful storytelling, humour, practical business examples, audience interaction and actionable insights that challenge conventional thinking and inspire immediate action.

- Disney Institute trained
- Chair of Judges - Int'l CX Awards
- Founding CEO - CX Institute & CX University SA
- Top 50 Women in CX (2019)



WHAT CLIENTS SAY

“

Lynn delivered a riveting keynote. She immediately drew in the audience and had them locked in for the full duration of the address.

- Marketing Manager, Standard Bank

“

Lynn's presentations hugely contributed in making these events impactful and memorable - in content and professionalism.

- Head: Client Experience, Nedbank

“

A total winner. Such an inspiration. It was short, sweet, simple, yet FREAKING DYNAMIC!

- Delegate feedback, Pfizer Sales Conference

SPEAKER FEES (FROM)

Johannesburg	ZAR 40,000
Durban	ZAR 45,000 + travel
Cape Town	ZAR 50,000 + travel
International	US\$ 5,000 - 8,000

Travel, transfers and accommodation additional where applicable. Half-day workshops and virtual sessions on request.

TECHNICAL RIDER

- Countryman or wireless head-worn microphone
- Screen / projection for slides
- Good quality audio for video playback
- Slide clicker and Wi-Fi connection
- Preferably a comfort monitor

TRUSTED BY



BOOK LYNN FOR YOUR EVENT

Email lynn@cx-company.com | Call / WhatsApp +27 82 457 5752 | lynnbakerspeaker.com/keynotes

Book a Discovery Call

Make an Enquiry

See Lynn in Action

